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# Truth Campaign Update

JANUARY 31, 2018

REBECCA CARLE

SENIOR MANAGER, COMMUNICATIONS



**truth®** is a nationally recognized youth brand that combats smoking among teens

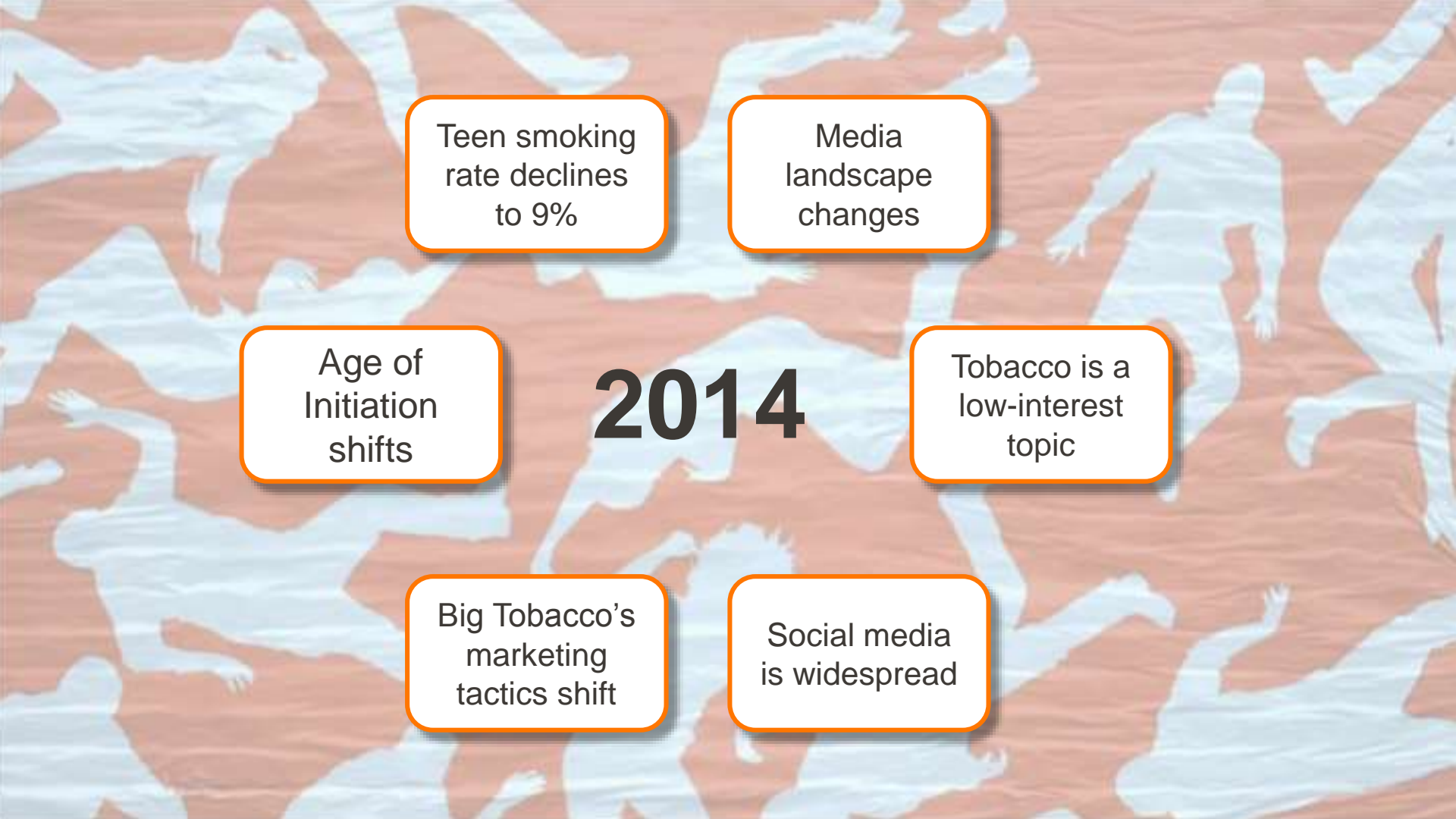
- **Our mission:** Reduce the teen smoking rate from 6% to 0.
- **Our challenge:** 3,800 teens smoke their first cigarette every day and 1/3 of them risk dying of a smoking-related disease.
- **Our approach:** Give our audience the tools to be the generation to end smoking. Don't preach.
- **Our style:** Have fun. Make noise. Be positive. Do it with swagger.



# early truth campaign

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The background of the infographic is a repeating pattern of white silhouettes of people in various poses, set against a solid orange background. The central focus is the year '2014' in a large, bold, black font. Surrounding this central text are six white rounded rectangular boxes with orange borders, each containing a text-based factor. The factors are arranged in a circular pattern around the central year.

Teen smoking  
rate declines  
to 9%

Media  
landscape  
changes

Age of  
Initiation  
shifts

# 2014

Tobacco is a  
low-interest  
topic

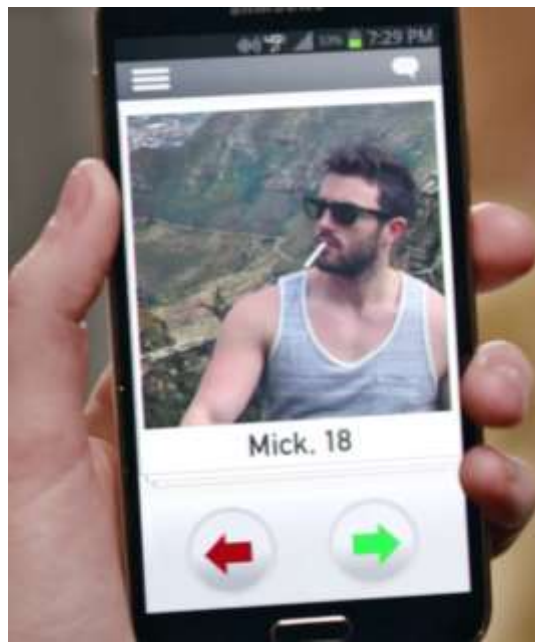
Big Tobacco's  
marketing  
tactics shift

Social media  
is widespread



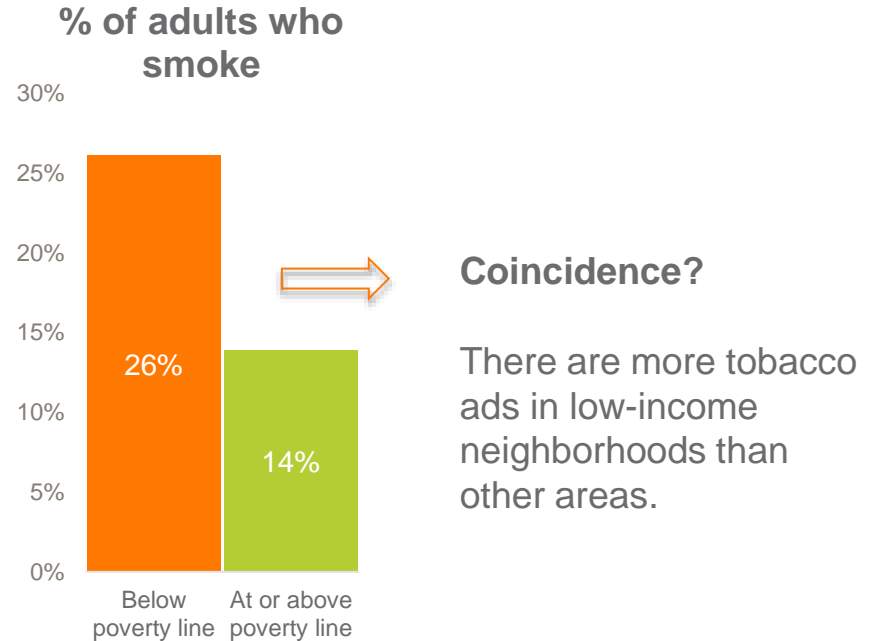
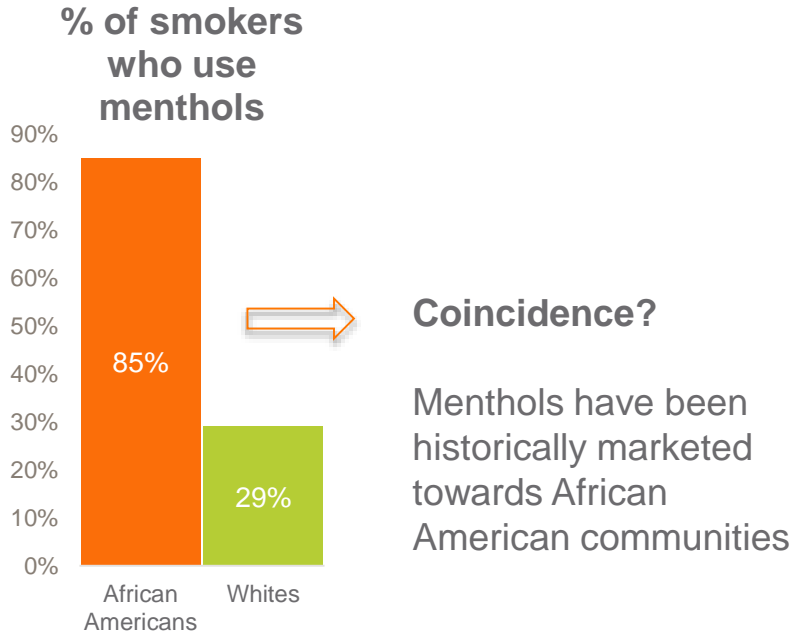


**WE CAN BE THE GENERATION  
THAT ENDS SMOKING**



# Social injustice

Smoking disproportionately affects some groups more than others.



# Mental health & tobacco use

A close-up, high-resolution photograph of a human eye, showing the iris, pupil, and eyelashes. The eye is looking slightly to the right. The image is used as a background for the text.

People with depression, anxiety, and ADHD are **more likely to smoke.**

People with any mental health issues or substance abuse disorders **account for 40% of the cigarettes** smoked in the U.S.



# Key Message

**IS IT REALLY JUST BUSINESS?  
OR IS IT EXPLOITATION?**

**People with mental illness die about 5 years earlier than those without these disorders; many of these deaths are caused by smoking cigarettes.**

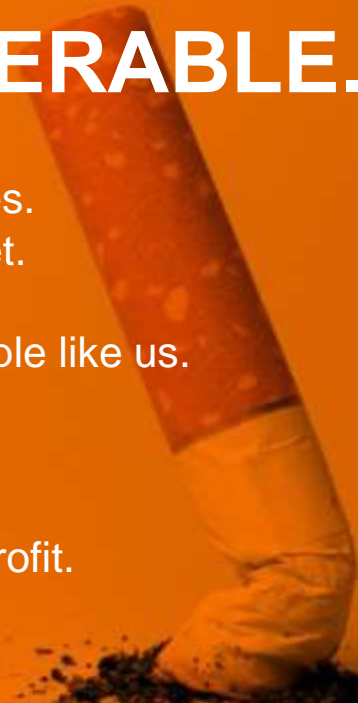
# BIG TOBACCO IS TARGETING PEOPLE THEY SEE AS VULNERABLE.

People suffering from mental illnesses.  
People struggling to make ends meet.

People we know. People we care about. People like us.

Big Tobacco has gone after them,  
From price fixing to faux-science,  
Treating them unfairly in the name of profit.

That's not a coincidence.  
It's exploitation.





**No one should be exploited by Big Tobacco.**

**We need to unite Finishers of all kinds  
against a common enemy: Big Tobacco.**



<https://www.thetruth.com/articles/videos/exploitation-mental-health>

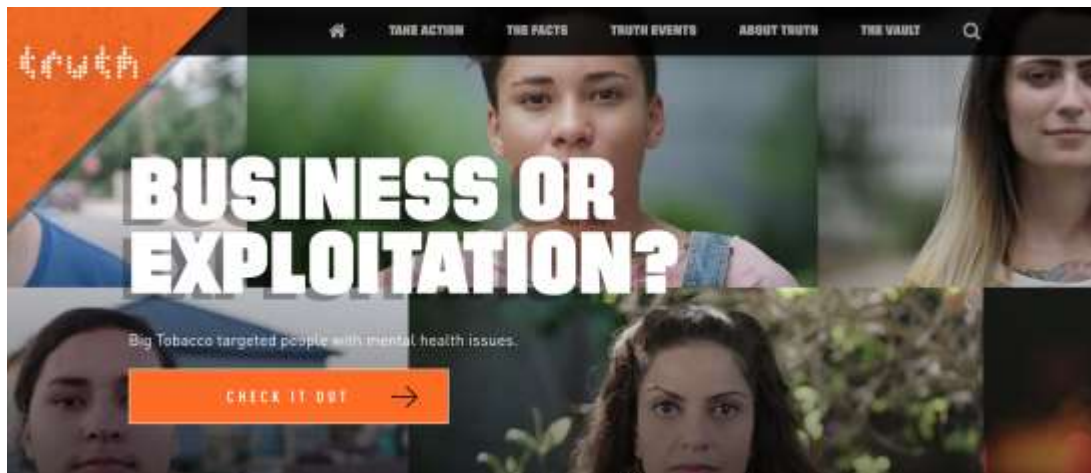


**campaign  
launches**

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# Results



# Sparked conversation

The Washington Post  
*Democracy Dies in Darkness*

Health & Science

## New ads accuse Big Tobacco of targeting soldiers and people with mental illness



FAST COMPANY

NEWSLETTER + SUBSCRIBE

TECHNOLOGY | LEADERSHIP | ENTERTAINMENT | IDEAS | VIDEO | NEWS

### The Truth Campaign Exposes How Big Tobacco Targets The Military And Mental Health Patients

"Business or Exploitation?" takes on a documentary-style approach to dig into some truly alarming data.



BY KC IFRANYI 9 MINUTE READ



gabs

@CuddleMeCloudy

Follow

YES THE LOGIC COMMERCIAL TALKING ABOUT MENTAL HEALTH , ANXIETY , DEPRESSION , ETC. THANK YOUUUUUU.

10:23 PM - 2



window syl

@surrenderer

Follow

also the truth commercial about how tobacco companies target folks with mental health issues is long overdue to be discussed

10:21 PM - 27 Aug 2017

# Changed attitudes after one month

**29%** increase in participants' agreement that **tobacco companies make me angry.**

**23%** increase in participants' agreement that they would **be part of a movement to end smoking**

**20%** increase in those that agree that **taking a stand against smoking is important** to them.

**17%** increase in **anti-tobacco industry sentiment.**

**what's next**





The latest from truth...

Overview

Messaging Strategy

Campaign Architecture

# overview

## Cultural truth

Young adults are coming of age in uncertain times. They're doing all they can to stand on their own two feet.

### Struggling Health

U.S. life expectancy declined in 2015, due to increasing mortality from heart disease, strokes, drug overdoses, diabetes, accidents and other causes

### Struggling Economics

30% of Americans report that they are finding it difficult to get by financially.

44% of Americans say they'd be gutted by a

### Struggling Identity

"Nobody cares about the poor people in this country."

- Female, 23, Nashville  
truth 2018 Age-Up Research

# our job

Continue to unite finishers of all kinds against a common enemy: **BIG TOBACCO**

By telling stories  
that cut across  
divides



By exposing the  
**systemic pattern**



By **calling out BT's**  
behavior for what it is

# struggling communities

1

Big Tobacco targeted struggling communities based on their vulnerability.

2

They disrespected them with an arsenal of manipulative tactics.

3

BT's deadly products disproportionately impact the health and livelihood of struggling communities.

4

BT's systematic manipulation threatens struggling community, making hard lives harder.

# the evidence

## Smoking disproportionately affects lower ses Americans.

Nearly 72% of smokers are from lower socioeconomic status.

- [source](#)

As smoking declined 62 percent for high income families, it dropped only 9 percent for low income Americans.

- [source](#)

44% of rural young adults ages 18 to 34 smoke. They are 27% more likely to smoke than their urban counterparts.

- [source](#)



# the evidence

**It's not a coincidence. Big Tobacco targeted people who are struggling.**

**Big Tobacco profiled “smokers whose most important concern is making ends meet.”**

**As BT was preparing to lose more affluent smokers [in the 90s], they identified price sensitive and less educated people as new target groups**

# the evidence

**They disrespected these struggling communities by painting them as less than.**

BT identified groups of low income consumers as “very repressed people,” lacking self-confidence.

A Big Tobacco planning document once described the young adult audience as “kids” who are less formed intellectually, more susceptible, and had no long term goals or anything to look forward to.

A Big Tobacco company considered that powerless people are more stressed, driving them to smoke more.

# the evidence

**They also engineered cigarettes to be even more addictive.**

**BT adds ammonia in cigarettes - boosting the addictive effects of nicotine."**

**Big Tobacco grew genetically engineered tobacco plants with 2X the natural levels of nicotine.**

# campaign architecture



# the faces of our report



## CORRESPONDENT

Proven journalists who is from a struggling community and offer an insider perspective.



## SUBJECTS

Proud men and women from the communities BT has targeted including famous musicians



## EXPERTS

A mix of credible opinions who can help reinforce our facts.





**DAN REYNOLDS**  
Singer, Imagine Dragons



<https://truthinitiative.org/news/truth-encourages-young-people-tell-big-tobacco-why-theyre-worth-more-its-new-campaign>

# the launch

## About the show

- January 28, 2018 on CBS
- Host is James Corden of “The Late Late Show with James Corden”
- Dan Reynolds with the Imagine Dragons nominated in two categories
- 21-time GRAMMY winner, Jay-Z leads the nominations with eight



# activations

#WORTHMORE

We are worth more.

Than deadly, addictive products.  
Than becoming a statistic.  
Than being exploited by corporations.  
Than labels.  
Than being stuck.  
Than greed.  
Than Big Tobacco's targeting.

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# continuing the momentum



# mtv's decoded

Custom, co-branded Decoded episode to highlight how Big Tobacco targets low income communities and capitalizes on their vulnerability.



# how can you help?

Join us. We've made showing your support as easy as possible, and we'd like you to involve your friends and followers -- in person and on social media. You're part of a powerful group and your help is essential in the fight to end smoking for good. Ready?

Youth can:

- **SHARE** our campaign with your friends
- **ENLIST** in the fight to end smoking at [thetruth.com/join](http://thetruth.com/join).

Partners can:

- **SHARE** our campaign with your colleagues and constituents
- **RE-TWEET** and voice your support for the campaign on social media



**QUESTIONS?**

# Thank you

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